



**Washington State  
Department of Transportation**

***DRAFT***

**Communications Plan  
I-90 Snoqualmie Pass East  
Environmental Impact Statement (EIS)**

Submitted by:

**Project Engineer**

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## Executive Summary

The following document is a Communications Plan for the Washington State Department of Transportation's (WSDOT) Environmental Impact Statement (EIS) for the "I-90 Snoqualmie Pass East" proposed highway improvement project. The intent of the plan is to ensure a public involvement process that is accessible, inclusive, and proactive. This plan also provides a framework for managing and coordinating the wide variety of communications that will directly or indirectly take place as part of the I-90 Snoqualmie Pass East EIS Project. This document addresses communicators, audiences, messages, communication channels, feedback mechanisms and message timing. This plan will provide relevant, accurate, consistent information to the audience and stakeholders at all times, and is offered as a road map for people who wish to be involved in the decision-making process for this project, with the caveat that specific activities and schedules could change as the project unfolds.

"It is the goal of the Washington State Department of Transportation that decisions be made in the best overall public interest and that other agencies and the public be involved early enough to ensure that the decisions that are made are responsive to the public's interests".

*Washington State Department of Transportation Design Manual*

# Project Background

Transportation is an essential part of Washington's economic health. Interstate 90 is the main east-west transportation corridor across Washington State and is vital to the state's economy. More than 28,000 vehicles cross the Snoqualmie Pass daily, including 6,000 freight trucks. Traffic volumes over Snoqualmie Pass have climbed as high as 58,000 vehicles during peak travel periods and are expected to at least double in the next 20 years. A safe, efficient, dependable transportation system is needed to support our existing economy, facilitate growth, reduce the costs of congestion and inefficiency, and to link us together; promoting success in all regions.

Interstate 90 spans 300 miles in Washington from the Port of Seattle to the Idaho State line, and continues east across the United States. WSDOT is developing the environmental documentation and preliminary designs, which will improve a portion of this corridor on the east side of Snoqualmie Pass from Milepost 55.1 (Hyak vicinity) to Milepost **70.1** (Easton vicinity).

This project proposes to address the following problems:

## **Avalanches**

- Frequent avalanches at the east Snowshed and "Slide Curve" areas cause road closures throughout the winter.
- Snow storage from plowing operations is an ongoing problem for WSDOT maintenance crews.

## **Unstable Slopes**

- Rock slides and settlement areas often result in lane closures and prolonged maintenance efforts.

## **Structural Deficiencies**

- Highway pavement has far exceeded its lifespan. Temporary repairs are nearing their lifespan as well.
- Vertical clearances and bridge widths at the Stampede and Cabin Creek Interchanges and the east Snowshed are inadequate.
- This is the only rural section of I-90 with a posted speed limit below 70 mph, which is the current standard for an interstate highway. The existing alignment does not meet standards for 70 mph traffic.

## **Traffic Volume**

- Highway capacity is limited and insufficient during peak travel periods.

## **Ecological Connectivity**

- Assist the U.S. Forest Service achieve the goals *Northwest Forest Plan* for improving ecological connectivity within the Snoqualmie Pass Adaptive Management Area.
- Reduce demographic and genetic isolation of species.
- Reduce the risks to wildlife and the public from vehicle / wildlife encounters.

WSDOT's goals are to define, prioritize, fund and construct projects that will address these problems, avoid and minimize environmental impacts, maintain and improve aesthetics where practical, and address the concerns of the public.

## Communications Objectives

Clear, consistent, and timely communication is essential to the success of any project. To have effective communication, the Project Engineer – and the project team – must recognize the communication needs of the customer, each other, and the various stakeholders involved to make the project a success. The Communications Plan ensures that the methods, means, and frequencies of communications are clearly defined for all project stakeholders.

Public involvement for this project will be proactive. The Communications Plan strives to anticipate and address public concerns by engaging the public and seeking their advice and positions on the project as fully-informed citizens. Well-executed public involvement will create a bridge between the technical planning being conducted as part of the project, and the concerns of those who live, work, and travel through the corridor, but who may not have extensive technical training or understanding. We will inform as many citizens as possible about the project and involve them in the planning stages prior to construction or operational changes that may impact them directly or indirectly. Ensuring public involvement is necessary to the overall success of the project. The public involvement objectives are to:

- Inform and engage a balanced cross section of the public and potentially affected parties.
- Increase awareness of current project issues and how they impact the public.
- Seek out and offer opportunities for public involvement in the project decision-making process.
- Conduct public information, communication, and involvement activities in such a way that people know that their concerns and ideas are considered.
- Demonstrate and communicate WSDOT's professionalism and accountability to all stakeholders.

This approach to public involvement exceeds the legal requirements for public notices and hearings.

By effectively communicating with project stakeholders the project team can accomplish its work with support and cooperation of each stakeholder group. The Project Development Objectives of this Communications Plan are to:

- Provide an overall framework for managing and coordinating the wide variety of communications that will directly or indirectly take place as part of this Project.
- Provide active communications management. Managements commitment to project communications will build credibility and support for communications
- Ensure that stakeholder feedback is encouraged, listened to, and acted on. This promotes ownership in the project.

Effective communication is the key element to any successful project. The Communications Plan should be referenced early and often throughout the project so the project team understands what information should be shared, how often, by whom, and what methods are most effective for various stakeholders. Project stakeholders should reference the Communications Plan so they know what to expect regarding the sharing of information.

## **Stake Holder Analysis**

To effectively communicate with project stakeholders, the Project Engineer needs to develop a good understanding of the unique needs of each stakeholder group. This is accomplished with several 'tools' that are included in the Communications Plan,

All the citizens of Washington State are the stakeholders of this project, because it has significant and far reaching statewide effects and benefits. There is a need for active involvement from many of the stakeholder groups. People who live and work along the proposed project corridor are encouraged to become involved. Others, who are not directly impacted but who would be affected by the construction and operation, should also be involved.

Stakeholder groups have different interests, issues, needs, and positions about the I-90 Snoqualmie Pass East improvements. An analysis of these various groups will allow us to develop a public involvement strategy that will address stakeholder interests, needs, and expectations; identify the most effective means of communicating with them, and advance the project toward funding and completion. Appendix A contains a description of the various stakeholders that are covered in this Communications Plan.

## Appendix A

### Project Stakeholders

| Stakeholder<br><i>Internal</i>   | Roles & Responsibilities   | Vested Interests   | Expectations   |
|--|--|--|--|
| <b>Secretary of Transportation</b><br>Doug MacDonald<br><b>WSDOT HQ Staff</b><br>Paula Hammond<br>John Conrad<br><b>SCR Region Administrator</b><br>Don Whitehouse | <ul style="list-style-type: none"> <li>* Sets WSDOT policy and exercises final authority</li> <li>* Ensures agency strategies and standards are adhered to</li> <li>* Reports project status to the Transportation Commission, and Legislators</li> <li>* Brings requests for resources to the Transportation Commission, and Legislators</li> <li>* Reviews and approves any project documents brought before them</li> <li>* Selects projects</li> </ul> | <ul style="list-style-type: none"> <li>* Improving the State transportation system</li> <li>* WSDOT project planning and programming</li> <li>* Public / Legislative opinion</li> <li>* Securing funding</li> <li>* Accountability of project resources</li> </ul>   | <ul style="list-style-type: none"> <li>* Project meets WTP criteria</li> <li>* Project is ontime / on budget</li> <li>* Project progresses as planned</li> <li>* Timely notification / resolution of issues</li> <li>* Public is Involved</li> <li>* Policy is followed</li> <li>* Project will address the transportation issues for which it is designed</li> <li>* Performance / Accountability are achieved</li> <li>* Status reports</li> <li>* Stakeholders are satisfied</li> </ul> |
| <b>SCR Region Administrator</b><br>Don Whitehouse<br><br><b>SCR ARA</b><br>George Hilsinger<br>Todd Trepanier<br>Casey McGill<br>Phil Nickson                      | <ul style="list-style-type: none"> <li>* Primary decision maker for SCR business issues</li> <li>* Provide adequate resources for the project</li> <li>* Report project accomplishments and issues to HQ Staff / Secretary as indicated</li> <li>* Ensure SCR's interests are communicated, understood, and met</li> <li>* Communicate WSDOT/SCR decisions to the Project Engineer</li> </ul>  | <ul style="list-style-type: none"> <li>* Project goals and objectives support WSDOT/SCR strategic plan</li> <li>* The RA has indicated that this project is a priority in order to meet the needs of the Region</li> <li>* Staff and resources are used effectively</li> <li>* Project is completed ontime / on budget</li> <li>* SCR's business objectives are met as they apply to this project</li> </ul> | <ul style="list-style-type: none"> <li>* EIS addresses all of the various project concerns and provides a sound foundation to begin the design process</li> <li>* Stakeholders are satisfied</li> <li>* Timely notification of issues</li> <li>* Status reports</li> </ul>   |

| <b>Stakeholder</b><br><i>Internal</i>   | <b>Roles &amp; Responsibilities</b>   | <b>Vested Interests</b>   | <b>Expectations</b>   |
|---|---|---|---|
| <b>Project Engineer</b><br>Randal Giles PE  | <ul style="list-style-type: none"> <li>* Manage / Represent the project</li> <li>* Ensure timely completion of deliverables</li> <li>* Coordinate and direct project activities</li> <li>* Effectively manage project resources</li> <li>* Ensure project stakeholders are kept well informed / involved</li> <li>* Maintain focus on project objectives</li> <li>* WSDOT design standards and policies are adhered to</li> </ul> | <ul style="list-style-type: none"> <li>* Project strategy and deliverables</li> <li>* Deployment of resources</li> <li>* Development of EIS</li> <li>* All stakeholders concerns are communicated, captured, reviewed, and addressed effieciently</li> <li>* Information flows easily among stakeholders</li> <li>* Stakeholder expectations are well met</li> <li>* Determining preferred design alternatives</li> <li>* Ensuring project is ontime and on budget</li> </ul>   | <ul style="list-style-type: none"> <li>* Notification of changes in policy</li> <li>* Status reports</li> <li>* Assistance with uncontrolled deliverables (DesViz, Outside agencies, etc.)</li> <li>* Implementation strategy</li> <li>* Adequate resources are available</li> <li>* Stakeholders are satisfied</li> <li>* Project team members participate when needed</li> <li>* Project team members contribute to the flow of project information and communication</li> <li>* Timely notification of issues</li> </ul>         |
| <b>Project team</b><br>Kim Vaughn<br>Dean Long<br>John McMillan<br>Ryan Roberts<br>Phil Wells<br>Frank Bazan<br>Mike Phelps<br>Larry Mattson<br>Myria Foisy<br>Pat McQueary | <ul style="list-style-type: none"> <li>* Ensure timely completion of deliverables</li> <li>* Effectively manage project resources</li> <li>* Ensure project stakeholders are kept well informed / involved</li> <li>* Maintain focus on project objectives</li> <li>* Communicate with Project Engineer as necessary</li> <li>* WSDOT design standards and policies are adhered to</li> </ul>                                     | <ul style="list-style-type: none"> <li>* Clear direction and delegation of tasks</li> <li>* Consistent quality management</li> <li>* Appropriate resources available</li> <li>* Project Success</li> <li>* Project is properly designed, meets agency standards, and is ontime and on budget</li> <li>* All stakeholders concerns are communicated, captured, reviewed, and addressed effieciently</li> <li>* Information flows easily among stakeholders</li> <li>* Stakeholder expectations are well met</li> </ul> | <ul style="list-style-type: none"> <li>* Notification of changes in policy</li> <li>* Status reports</li> <li>* Assistance with uncontrolled deliverables (DesViz, Outside agencies, inter agency)</li> <li>* Implementation strategy</li> <li>* Adequate resources are available</li> <li>* Stakeholders are satisfied</li> <li>* Project team members participate when needed</li> <li>* Project team members contribute to the flow of project information and communication</li> <li>* Timely notification of issues</li> </ul> |



| <b>Stakeholder</b><br><i>Internal</i>  | <b>Roles &amp; Responsibilities</b>   | <b>Vested Interests</b>  | <b>Expectations</b>  |
|--|---|--|--|
| <b>Communications Team</b><br>Randal Giles<br>Kim Vaughn<br>George Hilsinger PE<br>Todd Trepanier<br>Brian White<br>Gary Beeman<br>Casey McGill<br>Terry Kukes<br>Mike Westbay<br>P.I.O.<br>Tammy Godina<br>Lisa Anderson<br>Mark Pettit | <ul style="list-style-type: none"> <li>* Provide adequate resources</li> <li>* Contribute to the planning, development, and execution of communications efforts</li> <li>* Effectively manage project resources</li> <li>* Ensure timely completion of deliverables</li> <li>* Ensure project stakeholders are kept well informed / involved</li> <li>* Communicate with Project Engineer as necessary</li> <li>* Keep in mind project objectives</li> <li>* Train presenters / speakers for public outreach efforts</li> </ul> | <ul style="list-style-type: none"> <li>* Clear direction and delegation of tasks</li> <li>* Consistent quality management</li> <li>* Appropriate resources available</li> <li>* Project Success</li> <li>* All stakeholders concerns are communicated, captured, reviewed, and addressed effieciently</li> <li>* Information flows easily among stakeholders</li> <li>* Stakeholder expectations are well met</li> </ul> | <ul style="list-style-type: none"> <li>* Status reports</li> <li>* Assistance with uncontrolled deliverables (DesViz, Outside agencies, inter agency)</li> <li>* Implementation strategy</li> <li>* Adequate resources are available</li> <li>* Stakeholders are satisfied</li> <li>* Project team members participate when needed</li> <li>* Project team members contribute to the flow of project information and communication</li> <li>* Timely notification of issues</li> </ul> |

| Stakeholder   | Roles & Responsibilities  | Vested Interests   | Expectations   |
|---|---|--|--|
| <i>External</i>   |   |  |  |
| <b>Elected Officials</b><br><b>Governor</b><br>Christine Gregoire<br><b>State Legislators</b><br>Jane'a Holmquist Rep. D13<br>Joyce Mulliken Sen. D13<br>Bill Hinkle Rep. D13<br>Cheryl Pflug Sen. D5<br>Glen Anderson Rep. D5<br>Jay Rodne Rep D5<br><b>House Transportation Comm</b><br>Murray Chair<br>Wallace Vice Chair<br>Woods *<br>Shirley Hankins Rep D8<br>Jay Rodne Rep. D5<br><b>Senate Transportation Comm</b><br>Haugen Chair<br>Jacobsen Vice Chair<br>Swecker *<br>Joyce Mulliken Sen D13<br>* Ranking Minority<br><b>US Legislators</b><br>Jay Inslee US Rep D1<br>Doc Hasting US Rep D4<br>Cathy McMorris US Rep D5<br>Jim McDermott US Rep D7<br>Dave Reichert US Rep D8<br>Adam Smith US Rep D9<br>Patty Murray US Sen.<br>Maria Cantwell US Sen.<br><b>Transportation Commission</b><br>Dale Stedman Chair | * Secure revenue to fund transportation projects<br>* Ensure their constituents needs are being addressed | * Improving the State transportation system<br>* Public opinion<br>* Securing funding<br>* Accountability of project resources | * Project meets WTP criteria<br>* Project is ontime / on budget<br>* Project progresses as planned<br>* Project will address the transportation issues for which it is designed<br>* Performance / Accountability are achieved<br>* Status reports<br>* Stakeholders are satisfied |

| <b>Stakeholder</b>   | <b>Roles &amp; Responsibilities</b>  | <b>Vested Interests</b>  | <b>Expectations</b>  |
|--|--|--|--|
| <i>External</i>  |  |  |  |
| <b>US Legislators</b><br>Jay Inslee US Rep D1<br>Doc Hasting US Rep D4<br>Cathy McMorris US Rep D5<br>Jim McDermott US Rep D7<br>Dave Reichert US Rep D8<br>Adam Smith US Rep D9<br>Patty Murray US Sen.<br>Maria Cantwell US Sen.<br><b>Transportation Commission</b><br>Dale Stedman Chair | <ul style="list-style-type: none"> <li>* Secure revenue to fund transportation projects</li> <li>* Ensure their constituents needs are being addressed</li> </ul>  | <ul style="list-style-type: none"> <li>* Improving the State transportation system</li> <li>* Public opinion</li> <li>* Securing funding</li> <li>* Accountability of project resources</li> </ul> | <ul style="list-style-type: none"> <li>* Project meets WTP criteria</li> <li>* Project is ontime / on budget</li> <li>* Project progresses as planned</li> <li>* Project will address the transportation issues for which it is designed</li> <li>* Performance / Accountability are achieved</li> <li>* Status reports</li> <li>* Stakeholders are satisfied</li> </ul> |
| <b>Local Elected Officials</b><br>County Commissioners<br>City Councils<br>Mayors  | <ul style="list-style-type: none"> <li>* Secure revenue to fund transportation projects</li> <li>* Ensure their constituents needs are being addressed</li> </ul>  | <ul style="list-style-type: none"> <li>* Improving the State transportation system</li> <li>* Public opinion</li> <li>* Securing funding</li> <li>* Accountability of project resources</li> </ul> | <ul style="list-style-type: none"> <li>* Project meets WTP criteria</li> <li>* Project is ontime / on budget</li> <li>* Project progresses as planned</li> <li>* Project will address the transportation issues for which it is designed</li> <li>* Performance / Accountability are achieved</li> <li>* Status reports</li> <li>* Stakeholders are satisfied</li> </ul> |
| <b>RTPO</b><br>Quad-Co<br>PSRC   | <ul style="list-style-type: none"> <li>* Secure revenue to fund transportation projects</li> <li>* Development of Transportation Improvement Plans</li> <li>* Determining what the transportation needs are</li> </ul> | <ul style="list-style-type: none"> <li>* Improving the State transportation system</li> <li>* Selection of projects for funding</li> <li>* Securing funding</li> </ul>                             | <ul style="list-style-type: none"> <li>* Project meets WTP criteria</li> <li>* Status reports</li> <li>* Project will address the transportation issues for which it is designed</li> </ul>  |

| <b>Stakeholder</b><br><i>External</i>  | <b>Roles &amp; Responsibilities</b>   | <b>Vested Interests</b>  | <b>Expectations</b>   |
|--|---|--|---|
| <b>Washington Citizens</b><br>Individual users<br>Businesses<br><b>Special Interest Groups</b><br>Washington Truckers Assoc.<br>Mountains to Sound<br>Bridges Coalition<br>Sierra Club | * Communicate their concerns, needs, and desires<br>* Advance their respective agenda   | * Ensuring their needs are met   | * Project is ontime / on budget<br>* Project progresses as planned<br>* Project will address the transportation issues for which it is designed<br>* Public is Involved<br>* Performance / Accountability are achieved<br>* Status reports<br>* Stakeholders are satisfied  |
| <b>State / Federal Agencies</b><br>FHWA<br>Ecology<br>US Fish and Wildlife<br>State Fish and Wildlife<br>Forest Service<br>Parks and Recreation<br>US Corps of Engr.                   | * Communicate their concerns, needs, and desires<br>* Advance their respective agenda<br>* Participate in the development of project designs<br>* Provide permits | * Developing a good project<br>* Project goals and objectives support their respective agendas | * Project progresses as planned<br>* Timely notification / resolution of issues<br>* Public is Involved<br>* Policy is followed<br>* Project will address the transportation issues for which it is designed<br>* Status reports<br>* Stakeholders are satisfied<br>* EIS addresses all of the various project concerns and provides a sound foundation to begin the design process |

## Appendix B

### Communications Events

| Event                    | Communicator     | Stakeholder         | Delivery Mechanism       | Timing             | Feedback Mechanism |
|--------------------------|------------------|---------------------|--------------------------|--------------------|--------------------|
| Quarterly Project Report | Project Engineer | WSDOT HQ Staff      | Written Report           | Quarterly          | Face to Face       |
|                          |                  | SCR Staff           | Status Review (Oral)     |                    |                    |
| Status Report            | Project Engineer | SCR Staff           | Oral Briefing, E-mail    | Begin in           | Face to Face       |
|                          |                  | Project Team        | Schedules, Plans,        | January-05         | E-mail             |
|                          |                  |                     | Reports, News letters,   | As needed          |                    |
| Project Team Meeting     | Project Staff    | Project Team        | Meeting                  | Monthly            | Face to Face       |
| Electronic Newsletter    | Project Engineer | Public              | Web Site                 | Quarterly          | Web address        |
|                          |                  | WSDOT Staff         | E-Mail                   |                    |                    |
|                          |                  | SCR employees       | Paper Copy               |                    |                    |
|                          |                  | Internal / External |                          |                    |                    |
| Project Web Page         | Project Engineer | Public              | Web Site                 | Begin in           | Web address        |
|                          |                  | WSDOT Staff         | Quarterly Project Report |                    | E-mail             |
|                          |                  | SCR employees       | EIS                      |                    | Phone              |
|                          |                  | Internal / External | Project Alternatives     |                    |                    |
|                          |                  |                     | Project Newsletter       |                    |                    |
| Project Kiosk/Displays   | Project Engineer | Public              | Graphic displays,        | Begin in           | Web site           |
|                          |                  |                     |                          | February-05        | E-mail             |
|                          |                  |                     |                          |                    | Phone              |
| SCR Fair Booths          | SCR Staff        | Public              | Graphic Displays         | Annual Fair Season | Face to Face       |
|                          |                  |                     | Folios                   |                    | Web site           |
|                          |                  |                     | Informational review     |                    | E-mail             |
|                          |                  |                     | (Oral and written)       |                    | Phone              |

| Event                 | Communicator                        | Stakeholder   | Delivery Mechanism   | Timing   | Feedback Mechanism   |
|-----------------------|-------------------------------------|---|--|--|--|
| Project Presentations | Project Engineer<br>Speakers Bureau | Public<br>Civic Organizations<br>Special Interest Groups<br>SCR Employees<br>Legislators<br>Elected Officials                                     | Presentation<br>Folios<br>(Oral, Written, Visual)  | As requested<br>As opportunities are discovered                    | Face to Face   |
| Public Open Houses    | Project Engineer<br>Project Team    | Public<br>Civic Organizations<br>Special Interest Groups<br>Business<br>SCR Employees<br>Legislators<br>Elected Officials<br>Cooperating Agencies | Graphic Displays<br>Folios, Surveys,<br>Written Documents<br>Project Reports<br>Video<br>(Oral, Written, Visual) | Specific Milestones,<br>PDEIS comment<br>gather time,<br>As needed | Face to Face<br>court reporter<br>web site<br>e-mail<br>phone<br>Comment cards<br>Survey |
| IDT / MDT meetings    | Project Engineer<br>Project Staff   | Cooperating Agencies<br>Project Team  | Graphic Displays<br>Written Documents<br>Project Reports<br>(Oral, Written, Visual)                              | As scheduled   | Face to Face   |
| Surveys               | Project Team                        | Public<br>Project Team<br>Cooperating agencies and organizations  | Written Survey   | During Avalanche<br>closures,<br>Fairs, Open houses                | Survey Form<br>Face to Face  |

Appendix C

Communications Calendar

| Date<br>Place | Communications Mechanism / Activity | Purpose / Success Criteria | Responsible<br>Party |
|---------------|-------------------------------------|----------------------------|----------------------|
|               |                                     |                            |                      |
|               |                                     |                            |                      |
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|               |                                     |                            |                      |

| Date<br>Place | Communications Mechanism / Activity | Purpose / Success Criteria | Responsible<br>Party |
|---------------|-------------------------------------|----------------------------|----------------------|
|               |                                     |                            |                      |
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|               |                                     |                            |                      |



## Appendix D

### Communications Principles

| Principle  | Reason  |
|--|---|
| Credibility  | Without a credible communication approach or communicators, individuals will not believe in the end objective.  |
| To involve and inform  | Promotes ownership of the program, feeling like a necessary part of the project.  |
| Communicators whom people trust / respect  | If the stakeholders do not trust or respect the communicators, messages "fall on deaf ears."  |
| Visible management support   | Active management commitment gives credibility to communication. Management must be seen to demonstrate support.  |
| Face to face communication   | Stakeholders are engaged, communication is two-way and provides a feedback mechanism. Stakeholders will feel they are taken seriously.  |
| To avoid information overload  | Too much information leads to confusion and irritation. Accurate, succinct, and timely information is key.  |
| Consistent messages  | Inconsistency loses credibility for the project. Without consistency stakeholders are confused and frustrated about what to expect. Inconsistency portrays unprofessionalism.   |
| To repeat messages and vary mechanisms   | The more ways a message can be delivered, the more likely it is to be internalized. Using different communications mechanisms ensures repetition, reinforcing and validating the message without individuals switching off. |
| To create demand - encouraging stakeholders to pull for information, rather than management pushing it at them.          | Ensures buy-in to the project   |
| Tailor communications to the stakeholders needs. Give information which the stakeholders want, not what you want to tell | Make information "real" to the stakeholder. The stakeholder is more likely to listen if the information is pertinent to their concerns, issues, or current frame of reference.  |
| Central coordination   | Ensures consistent development and message.   |
| Manage expectations  | Encourages stakeholders to believe in what you tell them. Preparing shows you understand their needs.   |
| Listen and act on feedback   | Encourages support in the project by being responsive to the needs of the stakeholder. Ensures approach meets changing stakeholder needs.   |

## Appendix E

### Media Contact Information

| Media Address   | Contact Phone #  | Strategy | Activity | Date |
|---|--|----------|----------|------|
| Bellingham Herald<br>P.O. Box 1277 / 1155 N. State Street<br>Bellingham, WA. 98225                | Aubrey Cohen<br>360-676-2620<br><a href="mailto:aubrey.cohen@bellinghamherald.com">aubrey.cohen@bellinghamherald.com</a>   |          |          |      |
| Daily (UW)<br>P.O. Box 353720<br>Seattle, WA. 98195   | 206-543-2700<br>206-543-2345<br><a href="http://thedaily.Washington.edu">thedaily.Washington.edu</a>   |          |          |      |
| Daily Record<br>401 N. Main Street<br>Ellensburg, WA. 98926-3107                                  | 509-925-1414<br>509-925-5696<br><a href="http://www.kvnews.com">www.kvnews.com</a>   |          |          |      |
| Eastsideweek (Seattle Weekly)<br>1008 Western Ave, Suite 300<br>Seattle, WA. 98104                | 206-623-0500<br>206-467-4338<br><a href="http://www.seattleweekly.com">www.seattleweekly.com</a>   |          |          |      |
| Ellensburg Observer<br>400 E 8 <sup>th</sup> Ave, Bouillon Room 222<br>Ellensburg, WA. 98926-7435 | 509-963-1073<br>509-963-1027<br><a href="http://www.cwu.edu/~observer">www.cwu.edu/~observer</a>   |          |          |      |
| Enterprise Newspapers<br>4303 198 <sup>th</sup> Street SW<br>Lynwood, WA. 98036                   | Lukas Velush<br>425-673-6500<br><a href="mailto:lvelush@heraldnet.com">lvelush@heraldnet.com</a>   |          |          |      |
| Issaquah Press<br>P.O. Box 1328 / 45 Front Street South<br>Issaquah, WA. 98027                    | 425-392-6434<br>425-391-1541<br><a href="http://www.issaquahpress.com">www.issaquahpress.com</a>   |          |          |      |
| King County Journal<br>P.O. Box 130 / 600 Washington Ave S.<br>Kent, WA. 98035 / 98032            | Jeff Switzer<br><a href="mailto:jeffswitzer@kingcountyjournal.com">jeffswitzer@kingcountyjournal.com</a><br>253-872-6670   |          |          |      |
| Mercer Island Reporter<br>7845 SE 30 <sup>th</sup> Street<br>Mercer Island, WA. 98040-2906        | 206-232-1215<br><a href="http://www.mi-reporter.com">www.mi-reporter.com</a><br><a href="mailto:Stephen.weigand@mi-reporter.com">Stephen.weigand@mi-reporter.com</a> |          |          |      |

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|---|--|----------|----------|------|
| News Tribune<br>1950 S. State Street<br>Tacoma, WA. 98405-2817                              | Aaron Corvin<br>253-597-8742<br>Aaron.corvin@mail.tribnet.com  |          |          |      |
| North Kittitas County Tribune<br>P.O. Box 308 / 221 Pennsylvania Ave<br>Cle Elum, WA. 98922 | 509-674-2511<br>509-674-5571<br>www.nkctribune.com   |          |          |      |
| Puget Sound Business Journal<br>801 2 <sup>nd</sup> AVE, Suite 210<br>Seattle, WA. 98104    | 206-583-0701<br>206-447-8510<br>www.bizjournals.com/seattle  |          |          |      |
| Seattle Post Intelligencer<br>101 Elliot Ave, W<br>Seattle, WA. 98119                       | Larry Lange<br>206-448-8000<br>larrylange@seattlepi.com  |          |          |      |
| Snoqualmie Valley Record<br>8124 Falls Ave SE<br>Snoqualmie, WA. 98065                      | 425-888-2311<br>425-888-2427<br>Zwire.com/site/news.cfm?brd=965  |          |          |      |
| South County Journal<br>P.O. Box 130 / 600 Washington Ave S.<br>Kent, WA. 98035             | Bruce Rommel<br>253-872-6600<br><a href="mailto:Clayton.park@kingcountyjournal.com">Clayton.park@kingcountyjournal.com</a> |          |          |      |
| Wenatchee World<br>P.O. Box 1511 / 14 N. Mission<br>Wenatchee, WA. 98807 / 98801            | 509-663-5161<br>509-665-1183<br><a href="http://www.wenworld.com">www.wenworld.com</a>                                     |          |          |      |
| Yakima Herald Republic<br>114 N. 4 <sup>th</sup> Street<br>Yakima, WA. 98901                | Dave Lester<br>509-248-1251<br><a href="mailto:dlester@yakima-herald.com">dlester@yakima-herald.com</a>                    |          |          |      |
| Yakima Valley Business Times<br>416 S. 3 <sup>rd</sup> Street<br>Yakima, WA. 98901          | Randy Luvaas<br>509-457-4886<br><a href="mailto:yakbustimes@aol.com">yakbustimes@aol.com</a>                               |          |          |      |

| Media Address   | Contact Phone #  | Strategy | Activity | Date |
|---|--|----------|----------|------|
| Yakima Valley Senior Times<br>P.O. Box 2052<br>Yakima, WA. 98907-2052                                     | 509-457-4886   |          |          |      |
| The Cascade Times<br>P.O. Box 136<br>Snoqualmie Pass, WA. 98068   | Susan Black<br>425-434-6360<br><a href="mailto:susanblack@seanet.com">susanblack@seanet.com</a>                                    |          |          |      |
| Yakima Valley Business Journal<br><br>Toppenish, WA.  | Jim Flint<br>509-452-3302<br><a href="mailto:Jim.flint@earthlink.net">Jim.flint@earthlink.net</a>                                  |          |          |      |
| Washington Trucking Associations<br>930 South 336 <sup>th</sup> Street, Suite B<br>Federal Way, WA. 98003 | Larry Pursley<br>253-838-1650<br><a href="http://www.wtatrucking.com">www.wtatrucking.com</a>                                      |          |          |      |
| Association of Washington Business<br>P.O. Box 658<br>Olympia, WA. 98507-0658                             | Tom McBride<br>360-943-1600<br><a href="mailto:tomm@awb.org">tomm@awb.org</a>  |          |          |      |
| RV Journal<br>P.O. Box 7675<br>Laguna Niguel, CA. 92607   | Dena Todd<br>949-489-7729<br><a href="mailto:bidena@cox.net">bidena@cox.net</a>  |          |          |      |
| RV Times<br>24851 40 <sup>th</sup> Ave<br>Aldergrove, BC. V4W1X2  | <a href="mailto:Sheila@rvtimes.com">Sheila@rvtimes.com</a><br>604-857-8829<br><a href="http://www.rvtimes.com">www.rvtimes.com</a> |          |          |      |
| AAA Washington/Inland<br>1745 114 <sup>th</sup> Ave SE<br>Bellevue, WA. 98004                             | 800-562-2582<br><a href="http://www.aaawa.com">www.aaawa.com</a><br><a href="mailto:info@aaawin.com">info@aaawin.com</a>           |          |          |      |
| Sunset Magazine   | <a href="http://www.sunset.com">www.sunset.com</a><br><a href="mailto:corporate@sunset.com">corporate@sunset.com</a>               |          |          |      |

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|---|--|----------|----------|------|
| U.S. Dept. of Transportation<br>400 7 <sup>th</sup> Street SW<br>Washington, D.C. 20590                             | 202-366-4000<br><a href="http://www.dot.gov">www.dot.gov</a><br><a href="mailto:Dot.comments@ost.dot.gov">Dot.comments@ost.dot.gov</a> |          |          |      |
| KIMATV, Fisher Communications, Inc.<br>2801 Terrace Heights Drive<br>Yakima, WA. 98901                              | Mike Conklin<br><a href="mailto:msconklin@kimatv.com">msconklin@kimatv.com</a><br>509-575-0029   |          |          |      |
| KAPP35abc, Appla Valley Broadcasting, Inc.<br>P.O. Box 10208 / 1610 South 24 <sup>th</sup> Ave<br>Yakima, WA. 98902 | Michael Balmeli<br>509-453-0351<br><a href="mailto:kappnews@kapptv.com">kappnews@kapptv.com</a>  |          |          |      |
| KNDO TV<br>1608 S. 24 <sup>th</sup> Ave<br>Yakima, WA. 98902  | Ramond Ochs<br>509-225-2300<br><a href="mailto:Raymond.ochs@kndo.com">Raymond.ochs@kndo.com</a>  |          |          |      |
| KCJT TV – Telemundo<br>713 W. Yakima Ave<br>Yakima, WA. 98902   | Ron Bevins<br>509-452-8817<br><a href="mailto:hispanavision@hotmail.com">hispanavision@hotmail.com</a>                                 |          |          |      |
| YCTV<br>124 South 2 <sup>nd</sup> Street<br>Yakima, WA. 98901   | Randy Beelher<br>509-575-6092<br><a href="mailto:rbeehler@ci.yakima.wa.us">rbeehler@ci.yakima.wa.us</a>                                |          |          |      |
| Northwest Cable News<br>333 Dexter Av.N<br>Seattle,Wa. 98109  | Kate Anderson<br>206-448-3600<br><a href="mailto:kanderson@nwcn.com">kanderson@nwcn.com</a>  |          |          |      |
| Summit Cablevision<br>3633 136 <sup>th</sup> Place SE, Ste.107<br>Bellevue, Wa. 98006                               | 425-865-0052<br>425-644-4621   |          |          |      |
| TCI Cable<br>11215 N. 98 <sup>th</sup> Street<br>Seattle, Wa. 98103   | 206-522-6672<br>206-526-1618<br><a href="http://www.tcicable.com">www.tcicable.com</a>   |          |          |      |

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|---|--|----------|----------|------|
| UWTV<br>Kane Hall, Ste.17, Box 353090(UW)<br>Seattle, Wa. 98195               | 206-616-8988<br>206-616-0819<br><a href="http://www.uwtc.org">www.uwtc.org</a>                     |          |          |      |
| KCPQ/FOX 13<br>1813 Westlake Av. N<br>Seattle, Wa. 98109                      | 206-674-1313<br>206-674-1713<br><a href="mailto:tips@q13.com">tips@q13.com</a>                     |          |          |      |
| KCTS 9<br>401 Mercer Street<br>Seattle, Wa. 98109                             | 206-728-6463<br>206-443-6691<br><a href="http://www.kcts.org">www.kcts.org</a>                     |          |          |      |
| KING 5<br>333 Dexter Av. N<br>Seattle, Wa. 98109                              | Ed White<br>206-448-5555<br><a href="mailto:ewhite@king5.com">ewhite@king5.com</a>                 |          |          |      |
| KIRO 7<br>2807 Third Av<br>Seattle, Wa. 98121                                 | Alison Grande<br>206-728-7777<br><a href="mailto:agrande@kiro7.com">agrande@kiro7.com</a>          |          |          |      |
| KOMO 4<br>140 Fourth Av.<br><br>Seattle, Wa. 98109                            | Ken Schram<br>206-404-4422<br><a href="mailto:KenSchram@komo4news.com">KenSchram@komo4news.com</a> |          |          |      |
| KHQ TV 6<br>One Microsoft Way<br>Redmond, Wa. 98052                           | <a href="http://www.msnbc.msn.com">www.msnbc.msn.com</a>   |          |          |      |
| KBCS 91.3 (Bell.Com.Coll)<br>3000 Landerholm Circle SE<br>Bellevue, Wa. 98007 | Steve Ramsey<br>425-564-2427<br><a href="mailto:sramsey@bcc.ctc.edu">sramsey@bcc.ctc.edu</a>       |          |          |      |
| KING 98.1<br>10 Harrison Street, Ste.100<br>Seattle, Wa. 98109                | Jennifer Ridewood<br>206-691-2981<br><a href="mailto:ridewood@king.org">ridewood@king.org</a>      |          |          |      |

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|---|--|----------|----------|------|
| KIRO 710<br>1820 Eastlake Av. e<br>Seattle, Wa. 98102               | 206-726-7000<br>206-726-5448<br><a href="mailto:kiromanager@entercom.com">kiromanager@entercom.com</a>     |          |          |      |
| KISW 99.9<br>1100 Olive Way, Ste.1650<br>Seattle, Wa. 98101         | Dave Richards<br>206-285-7625<br><a href="mailto:daboss@kisw.com">daboss@kisw.com</a>                      |          |          |      |
| KMTT 850<br>1100 Olive Way, Ste. 1650<br>Seattle, Wa. 98101         | Lee Callahan<br>206-233-1037<br><a href="mailto:llcallahan@kmtt.com">llcallahan@kmtt.com</a>               |          |          |      |
| KPLZ 101.5<br>140 Fourth Av. Nste.340<br>Seattle, Wa. 98109         | Rob Dunlop<br>206-404-4000<br><a href="mailto:STARcomment@fisherradio.com">STARcomment@fisherradio.com</a> |          |          |      |
| KUBE 89.3<br>351 Elliott Av. W Ste.300<br>Seattle, Wa. 98119        | 206-421-9393<br>206-270-9393<br><a href="mailto:EricPower@KUBE.com">EricPower@KUBE.com</a>                 |          |          |      |
| KZOK 102.5<br>1000 DexterAv. N<br>Seattle, Wa. 98109                | 206-805-1025<br><a href="mailto:careyc@kzok.com">careyc@kzok.com</a>                                       |          |          |      |
| KOMO 1000<br>140 Fourth Av. N<br>Seattle, Wa. 98109                 | 206-404-5666<br>206-404-3646<br><a href="http://www.komo-am.com">www.komo-am.com</a>                       |          |          |      |
| KUOW<br>4518 University Way N.E. Ste.310<br>Seattle, Wa. 98105      | Phyllis Fletcher<br>206-543-2710<br><a href="mailto:pffletcher@kow.org">pffletcher@kow.org</a>             |          |          |      |
| KVI 570<br>140 4 <sup>th</sup> Av. N. Ste.340<br>Seattle, Wa. 98109 | 206-404-4000<br>206-404-3648<br><a href="http://www.570kvi.com">www.570kvi.com</a>                         |          |          |      |

| Media Address   | Contact Phone #   | Strategy | Activity | Date |
|---|---|----------|----------|------|
| National Public Radio<br>635 Massachusetts Av. NW<br>Washington, DC. 2001     | 202-513-2300<br>202-513-3329  |          |          |      |
| KATS 94.5<br>4010 Summitview Av<br>Yakima, Wa. 98908                          | 509-972-3461<br>509-972-3540<br><a href="mailto:katsfm@hotmail.com">katsfm@hotmail.com</a>                    |          |          |      |
| KCMS 105.3<br>19303 Fremont Av. N<br>Seattle, Wa. 98133                       | 206-546-7350<br><a href="mailto:comments@spirit1053.com">comments@spirit1053.com</a>                          |          |          |      |
| KCWU 88.1<br>400 East University Way<br>Ellensburg, Wa. 98926-7594            | 509-963-2311<br>509-9631688<br><a href="http://www.881theburg.com">www.881theburg.com</a>                     |          |          |      |
| KDBL 92.9<br>4010 Summitview Av.<br>Yakima, Wa. 98908                         | 509-972-3461<br>509-972-3540<br><a href="mailto:rikmikals@clearchannel.com">rikmikals@clearchannel.com</a>    |          |          |      |
| KFFM 107.3<br>4010 Summitview Av.<br>Yakima, Wa. 98908                        | 509-972-3461<br>509-972-3540<br><a href="mailto:ffmsteverocho@hotmail.com">ffmsteverocho@hotmail.com</a>      |          |          |      |
| KKRT 900<br>32 North Mission, Ste.2-B<br>Wenatchee, Wa. 98801                 | Gary Patrick<br>509-663-5186<br><a href="mailto:garyp@kkrv.com">garyp@kkrv.com</a>                            |          |          |      |
| KNWR 90.7<br>W.S.U. P.O. Box 642530 Pullman WA.<br>Ellensburg, Wa. 99164-2530 | 509-335-6511<br>509-335-6577<br><a href="http://www.nwpr.org">www.nwpr.org</a>                                |          |          |      |
| KIT 1280<br>4010 Summitview Av.<br>Yakima, Wa. 98908                          | Lance Tomey<br>509-972-3461<br><a href="mailto:lancetormey@clearchannel.com">lancetormey@clearchannel.com</a> |          |          |      |



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|---|--|----------|----------|------|
| KPQ 560<br>P.O. Box 159<br>Wenatchee, Wa. 98807                             | 509-663-5121<br>509-664-6799<br><a href="mailto:manager@kpq.com">manager@kpq.com</a>     |          |          |      |
| KUTI 1460<br>4010 Summitview Av.<br>Yakima, Wa. 98908                       | 509-972-3461<br>509-972-3540<br><a href="http://www.1460kuti.com">www.1460kuti.com</a>   |          |          |      |
| KWJZ 98.9<br>3650 131 <sup>st</sup> Av. SE, Ste. 550<br>Bellevue, Wa. 98006 | 425-373-5536<br>425-373-5548<br><a href="mailto:marck@kwjz.com">marck@kwjz.com</a>       |          |          |      |
| KWWX 1340<br>231 N. Wenatchee Av<br>Wenatchee, Wa. 98801                    | 509-664-6424<br>509-663-1150<br><a href="http://www.lasuperz.com">www.lasuperz.com</a>   |          |          |      |
| KXDD 104.1<br><br>Yakima, Wa.   | <br><br><a href="http://www.1041kxdd.com">www.1041kxdd.com</a>                           |          |          |      |
| KXLE 1240<br>1311 Vantage Highway<br>Ellensburg, Wa. 98926                  | 509-925-1488<br>509-962-7882<br><a href="http://www.kxleradio.com">www.kxleradio.com</a> |          |          |      |
| KYSN 97.7<br>231 N. Wenatchee Av<br>Wenatchee, Wa. 98801                    | Dave Bernstein<br>509-665-6565<br><a href="mailto:scoop@kysn.com">scoop@kysn.com</a>     |          |          |      |
|   |  |          |          |      |
|   |  |          |          |      |

## Appendix F

### EIS Timeline

#### MDT / IDT formation

The following timeline portrays the significant events that have taken place to date, as well as the remaining EIS schedule.

|                         |   |                               |
|-------------------------|---|-------------------------------|
| May 1996                | <i>Hyak to Ellensburg Corridor Study</i><br>Identification of problems, conceptual solutions and early estimates  |                               |
| October 1997            | <i>Planning Analysis for first section, Hyak to Easton</i><br>Further study to determine the feasibility of initial solution concepts   |                               |
| February 1998           | <i>Begin engineering investigations for Hyak to Easton</i><br>Early engineering analysis and survey work (photogrammetry, bathymetry of Keechelus Lake, LIDAR terrain mapping, geotechnical investigations) |                               |
| April 1999              | <i>Early Public Meetings</i>  |                               |
| October 1999            | <i>Hyak to Easton Feasibility Study</i><br>Investigation of alternate corridor route possibilities  |                               |
| December 1999           | <i>Begin Hyak to Easton environmental document</i><br>Notice of intent publication for Environmental Impact Statement (EIS)   |                               |
| February 2000           | <i>Public scoping meetings</i>  |                               |
| <b>July 2000</b>        | <i>Begin environmental discipline studies</i><br>(air, water, noise, etc.)  |                               |
| July 2002               | <i>Study alternative selected</i><br>Screening process completed. Remaining alternatives to be included in Hyak   | to Easton Draft Environmental |
| Impact Statement (DEIS) |   |                               |
| Summer 2003             | <i>Additional refinement of study alternatives and supplemental analysis</i>  |                               |
| February 2005           | <i>Hyak to Easton Preliminary DEIS circulation and comment period</i><br>FHWA legal sufficiency review to cooperating agencies and to Signatory   | Agency Committee (SAC)        |
| members                 |   |                               |

Updated May 9, 2005

|             |  |                         |
|-------------|--|-------------------------|
| Summer 2005 | <i>Five DEIS public hearings scheduled</i>                                     |                         |
| Fall 2005   | <i>Recommend preferred alternative, and prepare Final Environmental Impact</i> | <i>Statement (FEIS)</i> |
|             | <i>Submit ? part 3 package to SAC</i>  |                         |
| Fall 2005   | <i>Publish FEIS</i>  |                         |
| Spring 2006 | <i>Issue Record of Decision</i>  |                         |
| Spring 2007 | <i>Earliest potential construction start</i>                                   |                         |
|             | Construction estimated to take a minimum of 5 years                            |                         |